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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Pipeline Management: This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance.
Topic 2	<ul style="list-style-type: none">• Deal Management: This section of the exam measures skills of Account Executives and includes qualifying prospects, understanding customer strategies and challenges, and defining solution scope. It emphasizes presenting value propositions, addressing challenges to close deals, and securing customer commitment for formal contracts.
Topic 3	<ul style="list-style-type: none">• Customer Engagement: This section of the exam measures skills of Sales Representatives and focuses on building credibility through thought leadership, using multiple touchpoints to generate interest, and aligning solutions with customer needs. It also highlights the importance of nurturing relationships and driving product adoption for maximum value.

Salesforce Certified Sales Foundations Sample Questions (Q31-Q36):

NEW QUESTION # 31

Which first step should a sales representative take to gain insight on potential customers?

- A. Create customer success plans.
- **B. Analyze data about customers.**
- C. Conduct stakeholder interviews.

Answer: B

Explanation:

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

NEW QUESTION # 32

During a sales cycle, a sales representative may be required to handle objections from the customer to close the deal. What is an effective way to handle an objection?

- A. Offer friendlier terms and a lower price.
- B. Propose an alternative product.
- **C. Ask questions to characterize the issue.**

Answer: C

Explanation:

Asking questions to characterize the issue is an effective way to handle an objection from the customer.

Asking questions helps to understand the root cause, scope, and impact of the objection, as well as to show empathy and respect for the customer's concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objection. References:

<https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

NEW QUESTION # 33

A sales representative proposes an engagement solution that works seamlessly across all media to a customer. Which strategy supports the solution?

- **A. Multi-channel**
- B. Social networks
- C. Two-way dialogue

Answer: A

Explanation:

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media.

Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and interact with customers and prospects. Multi-channel helps to increase customer satisfaction, loyalty, and retention by providing them with convenience, choice, and consistency. References: <https://www.salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition>

NEW QUESTION # 34

A sales representative is using a creative problem-solving process to help their customer uncover breakthrough solutions. What is the name of this approach?

- A. Linear sales

- B. Design thinking
- C. Agile methodology

Answer: B

Explanation:

Design thinking is a creative problem-solving process that involves understanding the customer's needs, challenges, and goals, and generating innovative solutions that address them. Design thinking is based on five stages: empathize, define, ideate, prototype, and test. By using design thinking, sales representatives can help their customers discover new possibilities, overcome obstacles, and create value. References:

- * Cert Prep: Salesforce Certified Sales Representative, unit "Use Design Thinking to Solve Customer Problems".
- * What is Design Thinking? - updated 2024 | IxDF
- * Design thinking, explained | MIT Sloan

NEW QUESTION # 35

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. Industry
- B. People
- C. Business

Answer: B

Explanation:

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

NEW QUESTION # 36

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